

QuitNow & WIN: Zero to 60 in 50 Days

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NAQC National Conference 2009



The BC Context



- Pop 4.1 Million
- 600,000 tobacco users
- 14.4% use rate
- Funding from BC gov't

QuitNow & WIN Contest

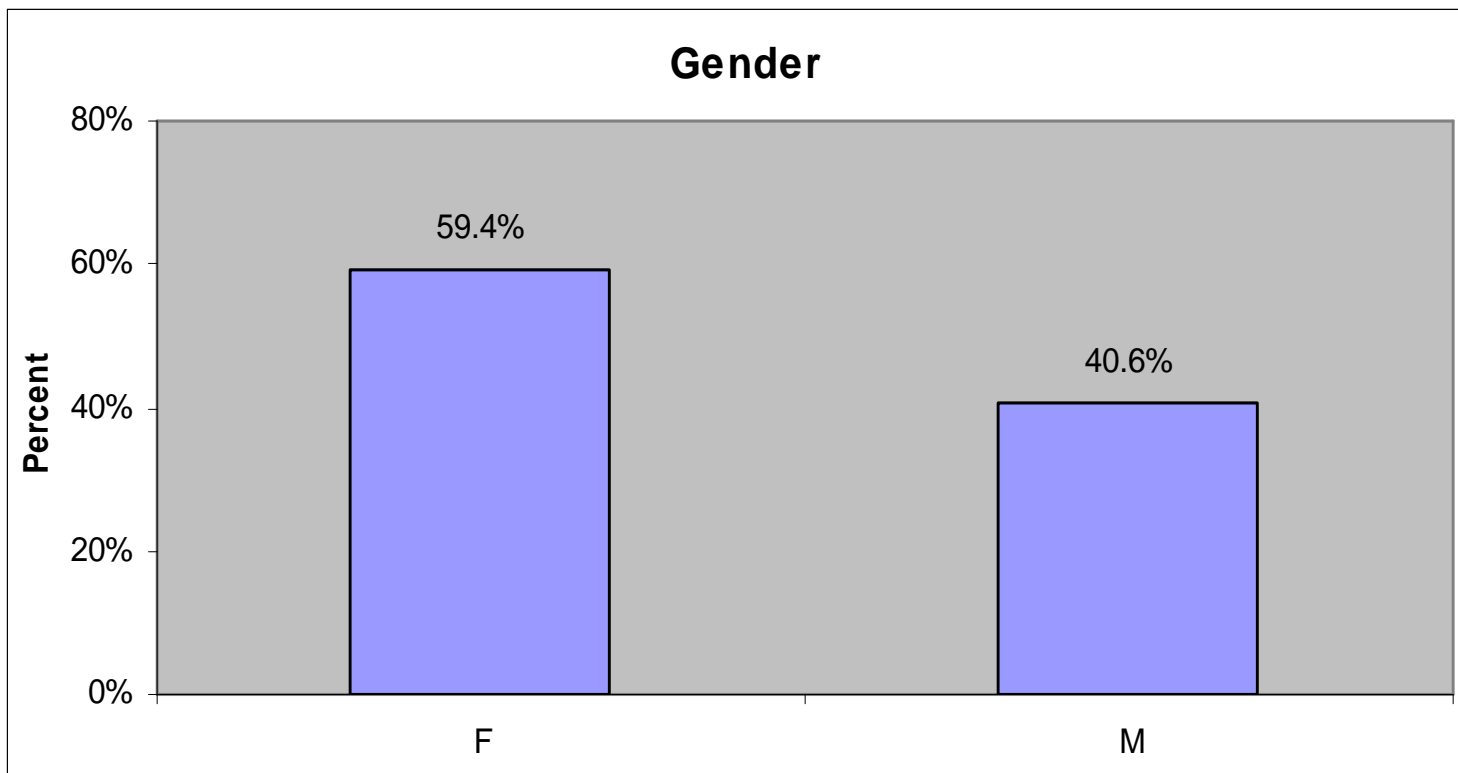
Goals:

- Raise awareness of quitline and website
- Help tobacco users quit

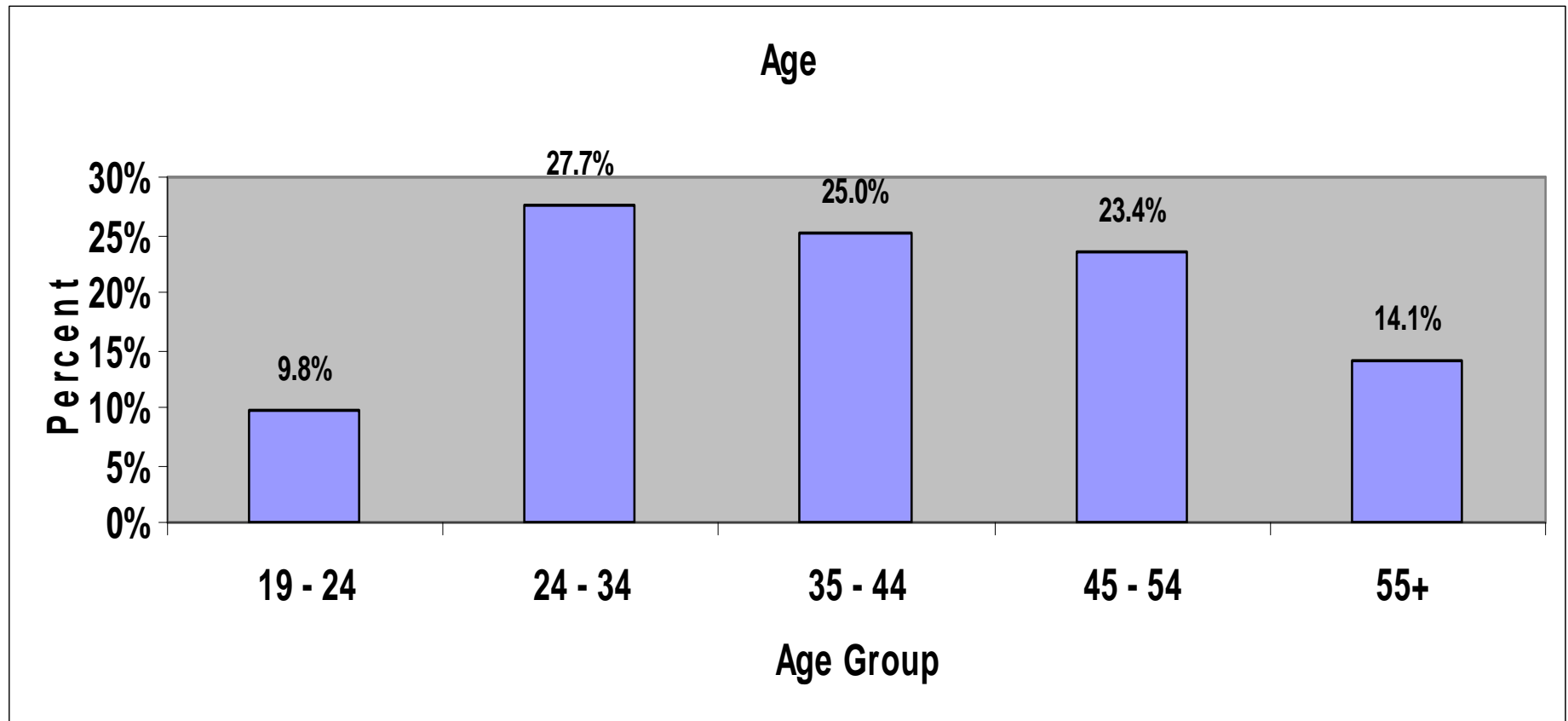
QuitNow & WIN Contest

- 50 days to plan
- 500,000 eligible tobacco users
- 7109 registrations
- Typical registrant: female, 24-54, first smoke 31-60 mins after waking, smokes 16-20 cigs./day, high confidence in quitting and doesn't allow smoking in their home.

Gender Split

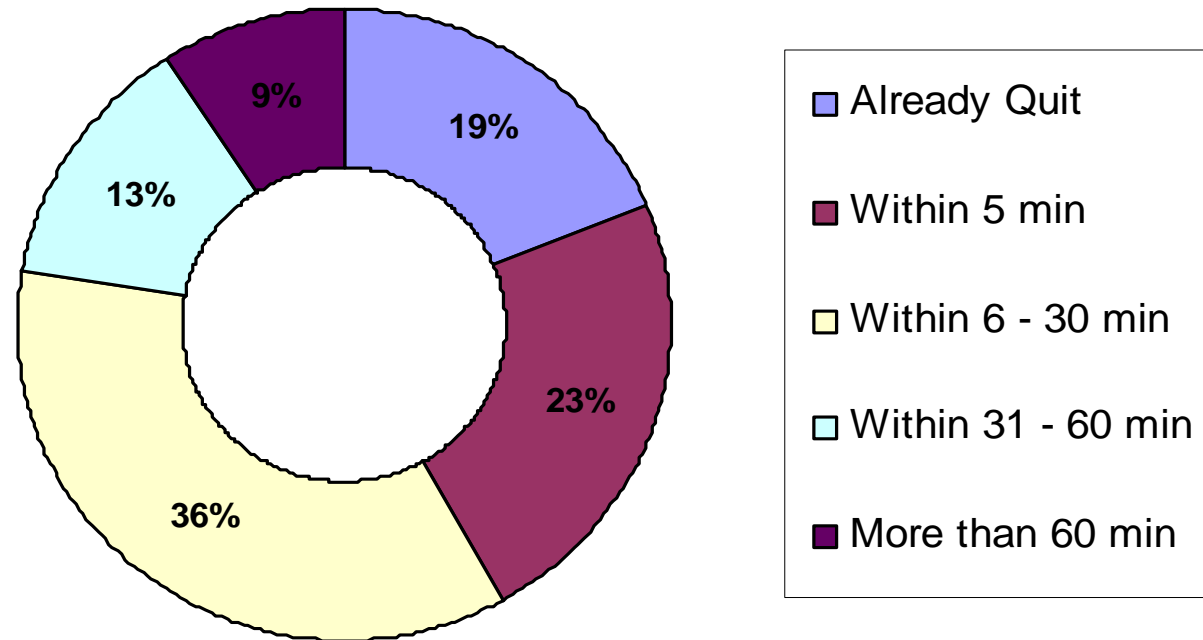


Age Range

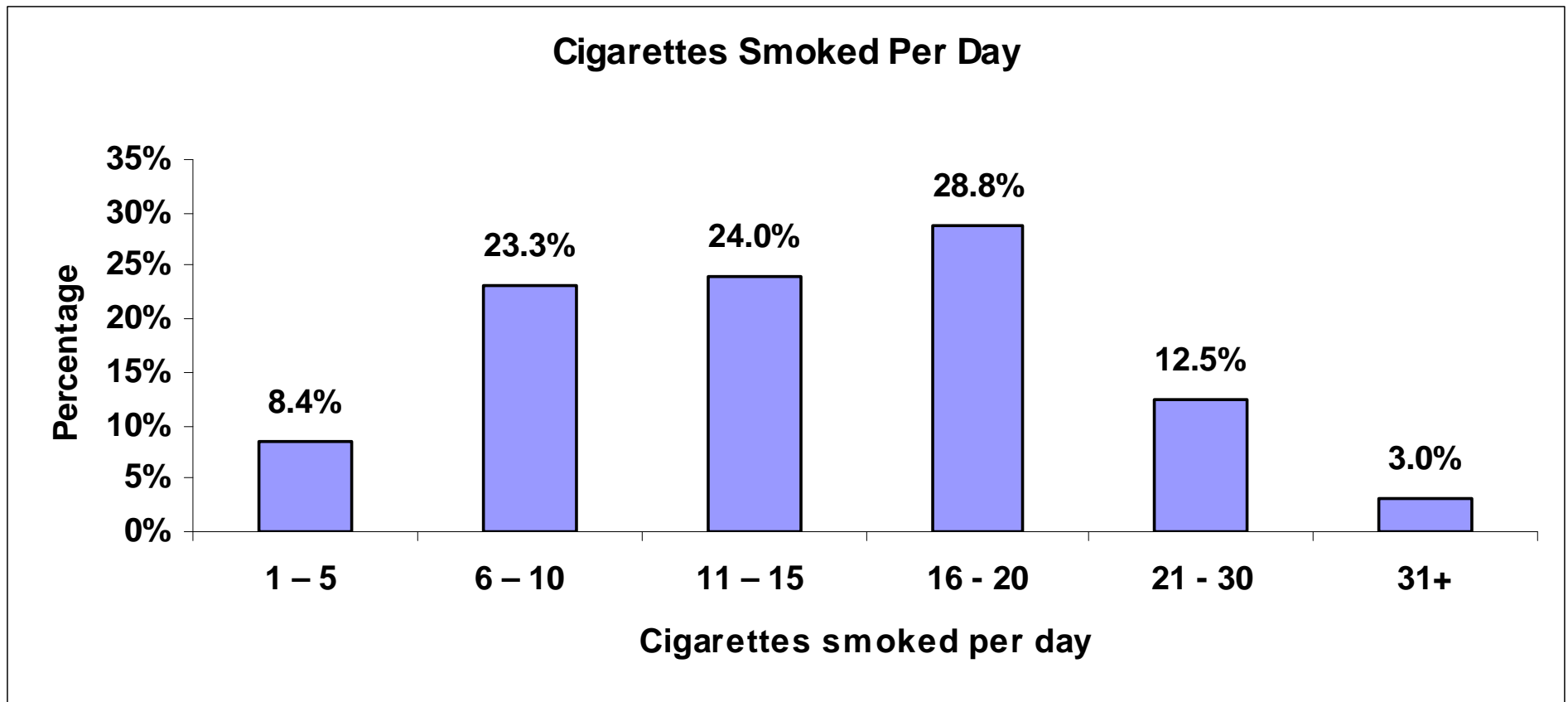


Timer Before First Smoke

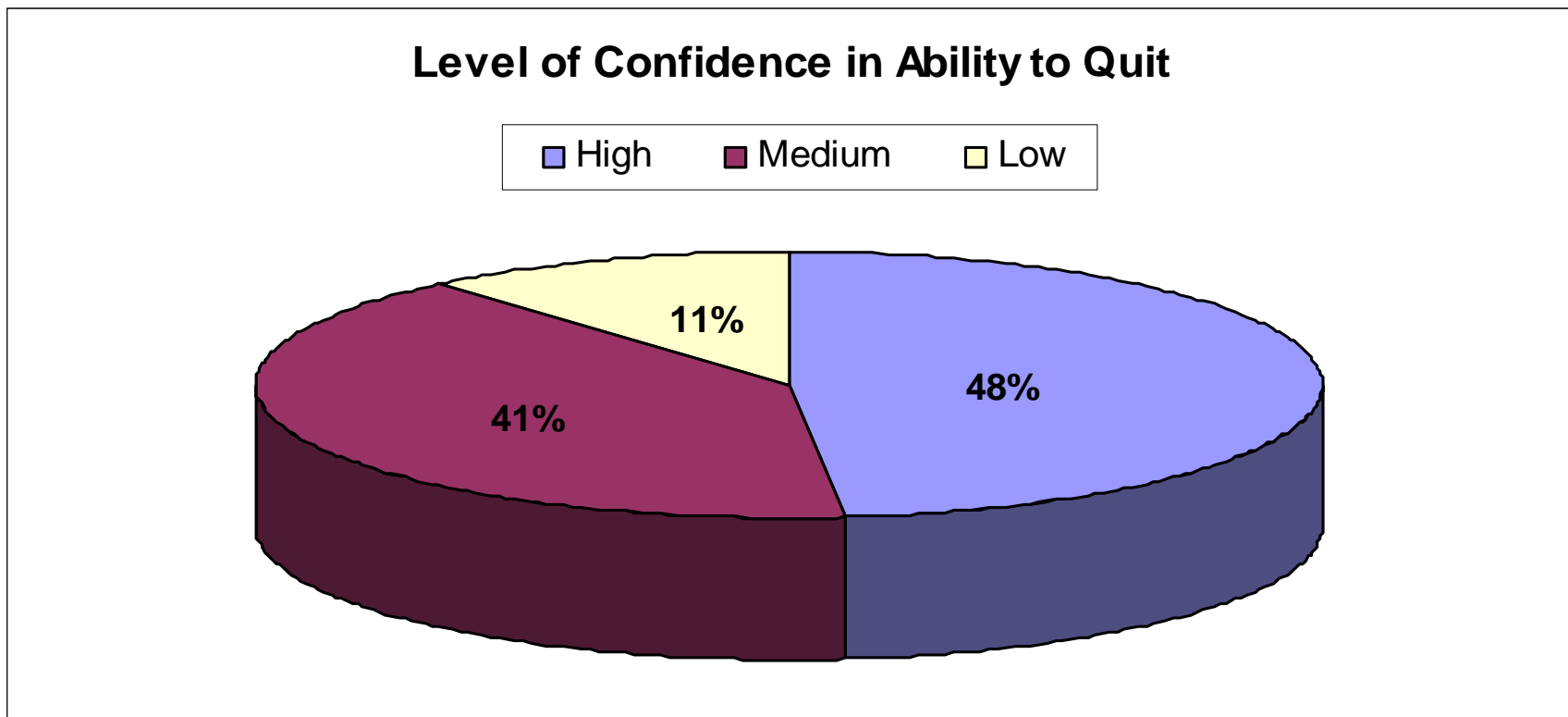
Time Before first Smoke after waking up



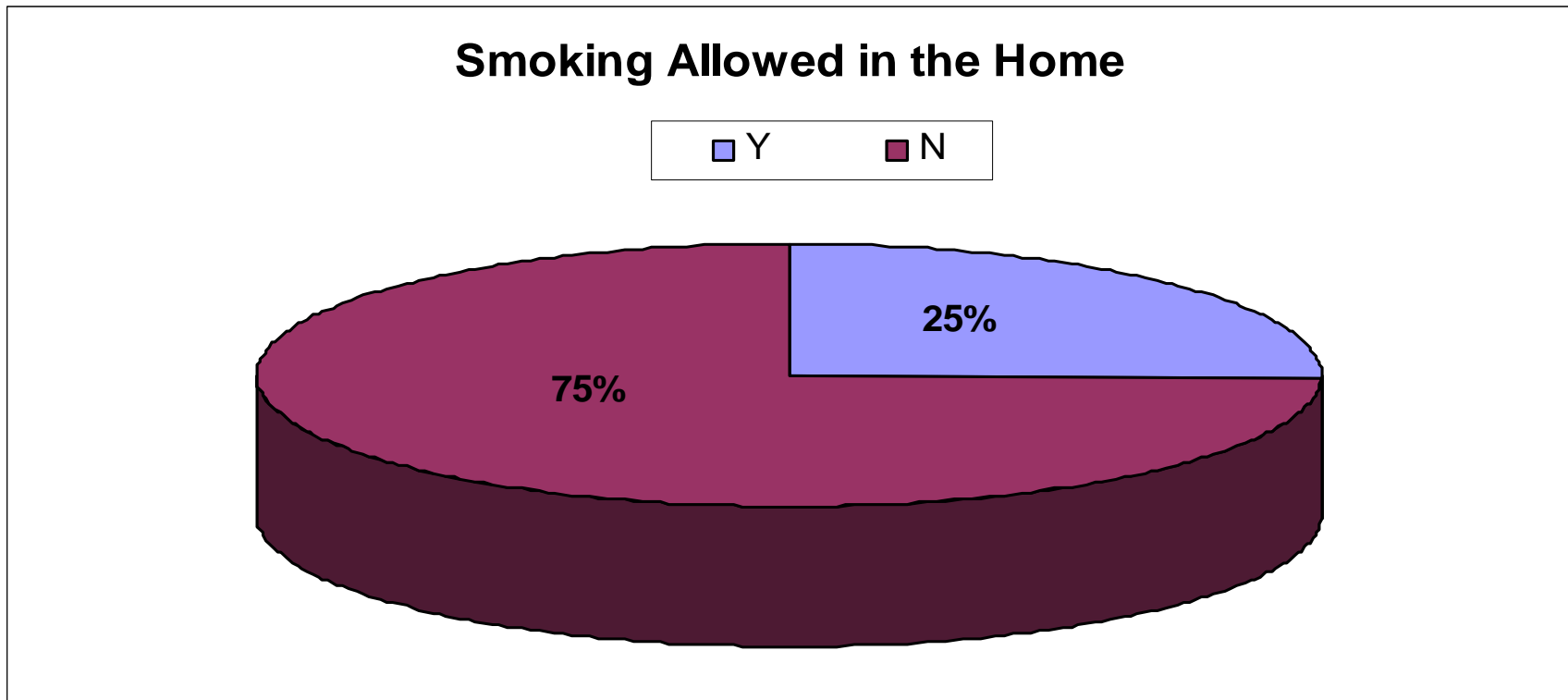
Cigarettes Smoked Per Day



Level of Confidence to Quit



Smoking Allowed in Home

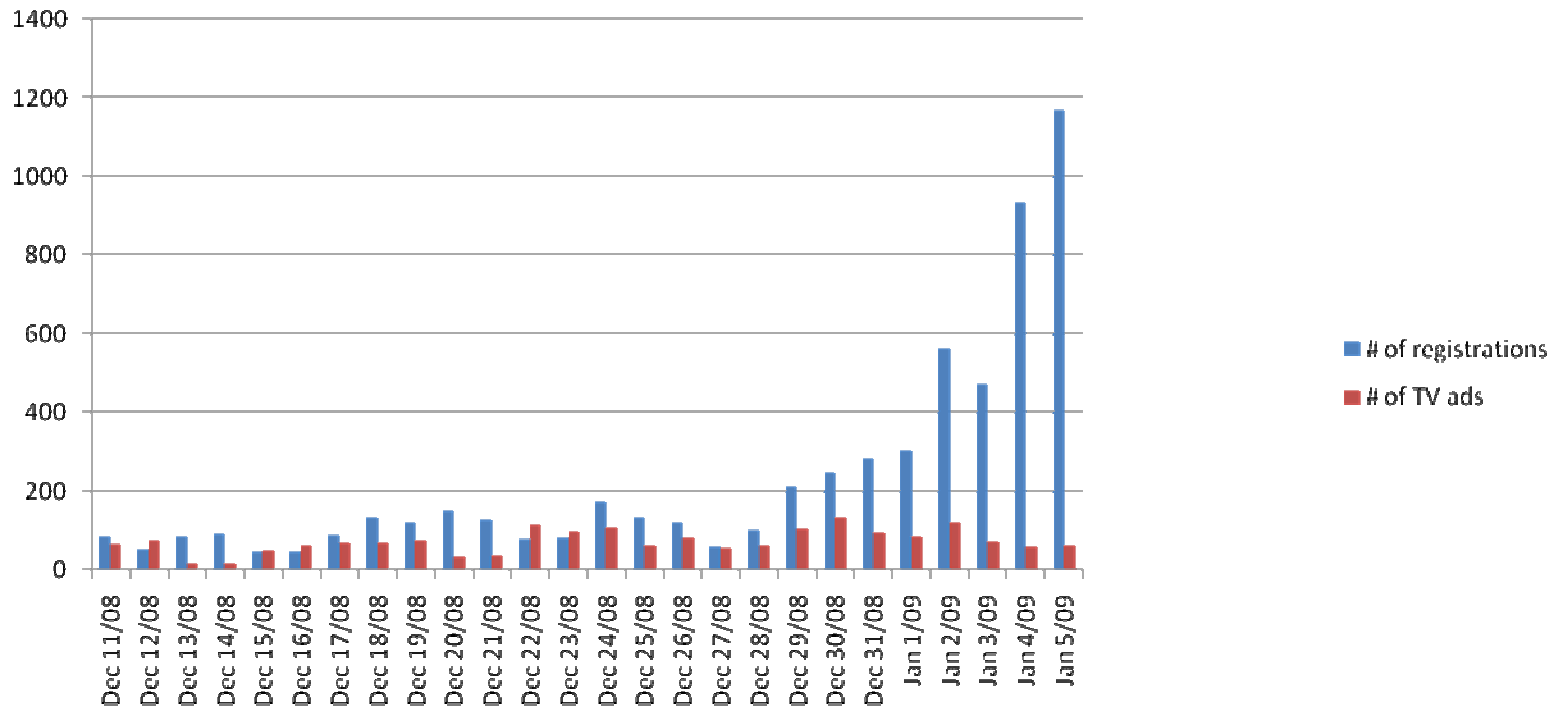


Tried & True Promotional Strategies

- Posters, rack cards, buttons & stickers
- Media Release
- Launch Event
- TV PSA



Paid TV PSA



Innovative Promotional Strategies

- Contest promoters
- Shoe leather approach
- E-mail blasts
- Refer a friend
- Facebook
- Google Ad words



Contest Promoters

- Network of promoters
- Electronic contact
- Distribution of contest material in communities
- Continued contact after contest



Shoe Leather Approach

- Face-to-face distribution of contest material
- Medical offices, businesses & random smokers on street
- Targeted communities



E-Mail Blast



Quit Smoking & be a Winner!
...over \$20,000 in prizes

For contest details
visit www.quitnow.ca

Gotta New Year's resolution?

Want to quit smoking?

Remain tobacco-free from **January 6 through February 2, 2009** for your chance to win one of many great prizes! To register and find out more go to **www.quitnow.ca**.

Register before **January 5, 2009 at 11:59 PM**.

quitnowca
1-877-455-2233

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Refer a Friend

- E-mail to a friend
- Link to contest website
- If friend registered then the referrer was entered into a draw
- 45 refer a friend prizes \$100 gift certificates
- High goal conversion rates

Facebook

- Pay per Click
- Based on demographics
- Stopped once budget is reached
- One of the top referral sources prior to start of TV PSA
- Registration conversion of 10%
- \$3.81 cost/registration

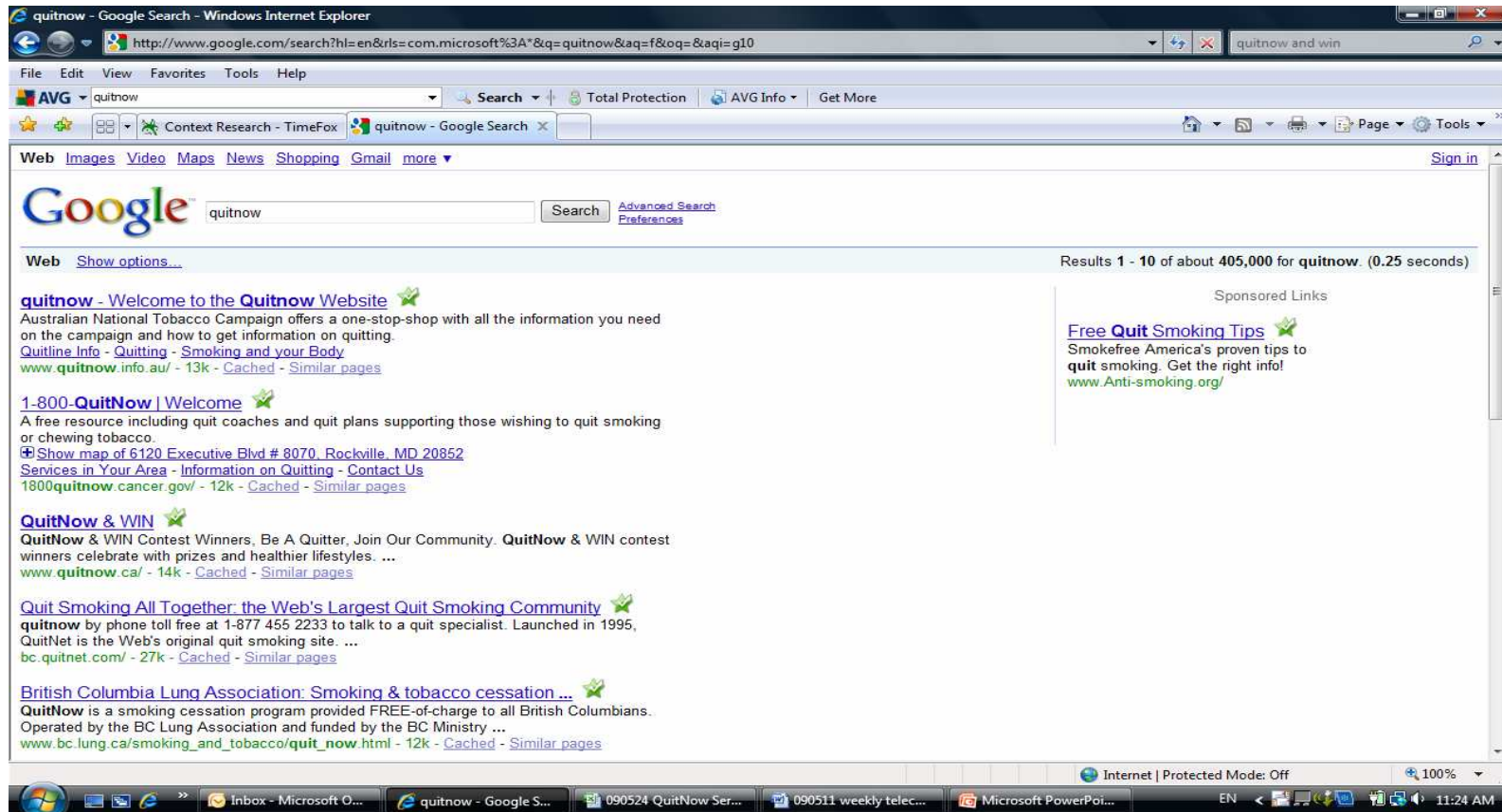
Google Ad Words

- Pay per click
- Monitored closely through Google Analytics
- Refined throughout contest
- Change ads to make use of performers versus non-performers to maximize budget
- Goal conversion of 21.32%
- \$5.29 per registration

Search Engine Optimization

- Component of website developers contract
- Goal to get your website near the top of the search engine results page (SERP)
- Worth spending time on this prior to start of contest

SERP



quitnow.ca
1-877-455-2233

Send to a Friend

- Social networking
- Viral promotion
- 440 visits through “send to a friend”
- Conversion Rate: 45.84%

Share a Story

- Support
- Personalized
- Interactive
- Growing sense of community

Contest Monitoring

- Be clear about goals to be monitored for conversion
- Included in google analytics report
- Real time impact of marketing efforts
- Ways of tracking back to origin of referrals

Successes

- Timing
- Cash prizes
- Testing
- Frequency of PSA
- Representation of population
- Shoe leather approach
- E-mail support
- Share a Story
- Increased awareness
- Increased quit rate

Challenges

- Lack of time
- Types of handouts
- Functionality of database
- Not enough support for registrants
- Selection & confirmation of winners

Suggestions

- Increase planning time to 3-6 months
- Increase automation of e-mail/text support
- Error handling on registration form
- Alternative phone # and e-mail address on form
- Add blogging capabilities on website

Contest Faces



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Go To: www.quitnow.ca for details

